

EU CITIZENS IN SCOTLAND

WE WANT TO HELP YOU STAY



Scottish Government
Riaghaltas na h-Alba
gov.scot

Stay in Scotland Toolkit



Background

- Following decisions by the UK Government the UK has now left the EU.
- EU citizens and their families will have to apply to the UK Government's EU Settlement Scheme by **30 June 2021** in order to continue living, working and studying in the UK after that date.
- The Scottish Government launched the **Stay in Scotland** campaign in April 2019 to raise awareness of the need for EU citizens to apply to the UK Government's EU Settlement Scheme, and to provide the necessary support to allow people to make their application.
- EU citizens who have been in the UK for five continuous years will be able to apply for settled status. EU citizens who have been in the UK less than five years can apply for pre-settled status. After five years continuous residency they can then apply for settled status. For further information please visit: www.mygov.scot/stayinscotland

Background

- The Stay in Scotland campaign includes a support and advice service for citizens affected by the EU Settlement Scheme. This service is being delivered by Citizens Advice Scotland and is free to access by contacting the helpline on **0800 916 9847**.
- The Scottish Government has produced a package of support to help EU citizens stay in Scotland. This package of support includes: guide for EU citizens; guide for employers of EU citizens; factsheet and leaflets. You can download this at www.gov.scot/stayinscotland
- The Scottish Government has worked with JustRight Scotland to publish a number of factsheets explaining EU citizens' rights in Scotland. The factsheets provide information on EU citizens' rights to vote, work and access healthcare, education, housing and benefits. <https://justcitizens.scot/EU>
- We would be delighted for this campaign to be extended further through your networks.

Key Messages

- Following decisions by the UK Government, the UK has now left the EU.
- We know that EU citizens have questions about what happens next and what you need to do.
- We want you to stay in Scotland, but you will need to apply to the UK Government's EU Settlement Scheme in order to continue living, working and studying in the UK.
- EU citizens and their families who are resident in the UK by 31 December 2020 will have to apply to the UK Government's EU Settlement Scheme by **30 June 2021** in order to continue living, working and studying in the UK after that date.
- To help guide you through the steps you need to take to stay, you can access the **Stay in Scotland** package of support at www.mygov.scot/stayinscotland
- A support and advice service is also available for all citizens living in Scotland affected by the UK Government's EU Settlement Scheme who may need additional information and support.
- For more information please call the Citizens Advice Scotland freephone national helpline on 0800 916 9847 or visit www.cas.org.uk/brexit

Stay in Scotland Toolkit

The following assets are available within this toolkit and to download via WeTransfer:
<https://we.tl/t-yR4hkIr2me>

- A3 poster (with and without trims)
- A5 information leaflet (available in English and 21 additional languages)
- Factsheet
- Guide for employers
- Guide for EU citizens
- Radio advert
- Animated gif (1080x1920px)
- Static image for facebook (1200x1200px)
- Static image for twitter (800x418px)
- Static image for web (1200x627px)
- Copy for use on website and social channels

Please share using
#WeAreScotland

Digital Assets

The following are available for use across social media channels:

- digital animation (30 sec)
- static images

Download here: <https://we.tl/t-yR4hkIr2me>



INFORMATION FOR
EU CITIZENS LIVING
IN SCOTLAND.

Suggested social media copy

- **Option 1 – 293 Characters with spaces**

<Headline> Stay in Scotland

<Copy> Scotland wants EU citizens to stay here after the transition period for Brexit. So, don't put it off – get help to stay now at mygov.scot/StayinScotland. You'll find clear, step-by-step advice and all the support you need. You can also call the national Citizens Advice Scotland helpline FREE on 0800 916 9847.

- **Option 2 – 204 Characters with spaces**

<Headline> Stay in Scotland

<Copy> Scotland is your home – and you're welcome here. So, get step-by-step help to stay here now, at mygov.scot/StayinScotland or call the national Citizens Advice Scotland helpline FREE: 0800 916 9847

Call to action: You can either direct people to www.mygov.scot/stayinscotland or Citizens Advice Scotland www.cas.org.uk/brexit

Poster

An A3 poster is available for you to download and display via WeTransfer: <https://we.tl/t-yR4hkIr2me>

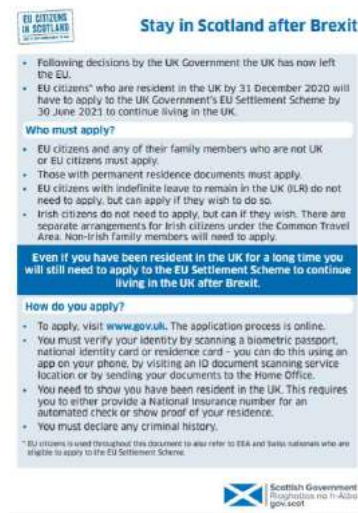
You can also adapt the files to include your own logo.
Please do not change any other messages.



A5 leaflet

The following leaflet is available in English to download and display. A version is also available in 21 different languages via WeTransfer: <https://we.tl/t-yR4hkIr2me>

It includes information on who must apply, who to apply, what you are applying for and where you can get help. It is also available to download by visiting the EU citizens staying in Scotland: package of support page: <https://www.gov.scot/publications/eu-citizens-staying-in-scotland-package-of-support>.



Guide for EU Citizens

The following Guide for EU Citizens is also available for download via WeTransfer:

<https://we.tl/t-yR4hkIr2me>

It includes information on the UK Government's EU Settlement Scheme, details of the application process and requirements and links to other resources.

It is also available to download by visiting the EU citizens staying in Scotland: package of support page: <https://www.gov.scot/publications/eu-citizens-staying-in-scotland-package-of-support>

What you need to know – How the EU Settlement Scheme works

How does the EU Settlement Scheme application process work?

The application process is online, accessible via a computer, tablet or mobile phone.

Applicants will need to provide factual information such as their name, address and details of identity documents like a passport or national identity card, and a National Insurance number.

Guide for Employers

The following Guide for Employers is available for download via WeTransfer: <https://we.tl/t-yR4hkIr2me>

It includes information on the UK Government's EU Settlement Scheme, details of the application process and requirements, links to other resources and some practical suggestions about how you can support your EU employees in the workplace.

It is also available to download by visiting the EU citizens staying in Scotland: package of support page: <https://www.gov.scot/publications/eu-citizens-staying-in-scotland-package-of-support>

What you need to know – Key information for employers

Current 'right to work' checks (e.g. passport and/or national identity card) apply until the end of 2020.

The UK Government have said that EU citizens can continue to use their passport or national identity card as proof of their rights until 30 June 2021.

Key Facts

Key Facts are available for download via WeTransfer: <https://we.tl/t-yR4hkIr2me>

They are also available to download by visiting the EU citizens staying in Scotland: package of support page: <https://www.gov.scot/publications/eu-citizens-staying-in-scotland-package-of-support>

The Scottish Government has also worked with JustRight Scotland to publish a number of factsheets explaining the rights of EU citizens in Scotland with settled and pre-settled status. Please visit <https://justcitizens.scot/EU> to download.



Radio Ad

A radio advert is available to download via WeTransfer: <https://we.tl/t-yR4hkIr2me>

The script is as follows:

"The UK has left the EU. This will effect EU citizens who have chosen to make Scotland their home. We want you to stay here. So to help guide you through the steps you need to take to stay the Scottish Government as produced a package of support. Find out more about how to apply for the EU Settlement Scheme at www.mygov.scot/brexit"

Website

A web banner (size 1200 x 627) is available for use on web pages or relevant formats.
Download via WeTransfer: <https://we.tl/t-yR4hkIr2me>

You also can find sample copy to use on your website or newsletter within the key messages, via WeTransfer (<https://we.tl/t-RpzEv8wj5a>) or by visiting www.mygov.scot/stayinscotland



Suggested web copy:

Following decisions by the UK Government, the UK has now left the EU.

EU citizens living in Scotland will need to apply to the UK Government's EU Settlement Scheme in order to continue living, working and studying in the UK.

To help guide you through the steps you need to take to stay, the Scottish Government has produced a package of support at www.mygov.scot/stayinscotland

A support and advice service is also available for all citizens living in Scotland affected by the UK Government's EU Settlement Scheme who may need additional information and support.

For more information please call the Citizens Advice Scotland freephone national helpline on 0800 916 9847 or visit cas.org.uk/Brexit

Thank you for supporting the **Stay in Scotland** campaign

For more information please contact the Scottish Government's
Brand Scotland marketing team: Sophie.Bambrough@gov.scot